

Newsweek
27 May 1968

Breath of Life

Look magazine and Life magazine (circulations: 8,212,303 and 7,417,712 respectively) have been racing one another to be the No. 1 among the large-size general magazines. Behind the front-runners was The Saturday Evening Post (circulation: 6,811,418). Last week, the Post, now trying to cut its production and distribution costs, threw its lot in with erstwhile rival Life.

Time Inc., which owns Life, and the Curtis Publishing Co., which owns the Post, reached an agreement under which Time Inc. will loan Curtis \$5 million and will buy Curtis printing and subscription-selling facilities. In the "desubscription" process that is now envisioned, some 3 million subscribers of the Post will be offered the choice of a fulfillment subscription to Life or some other magazine or a cash refund.